

## Strategy 2

### Preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories.

#### Actions:

- a. Complete, adopt, and implement a Historic Preservation Plan as a framework for the future of Madison’s historic preservation program.
- b. Finish updating the Historic Preservation Ordinance by revising the standards for each of the local historic districts.
- c. Identify ways to retain older buildings and places that contribute to the special character of an area, or are associated with diverse cultures, through the adoption of sub-area plans prior to redevelopment pressures.
- d. Update the zoning code and height maps to better link the code with the City’s historic preservation plan and ordinance.

Madison has long valued its historic and cultural resources—from 2,000-year-old mounds to 50-year-old post World War II buildings. Madison’s history, and the places that contribute to that history, are important to preserve for residents, visitors, and future generations to experience.

Historically, Madison’s preservation efforts have focused on buildings with unique architecture or places associated with people with notable historic achievements. However, this only tells part of the city’s story. As the community has evolved and the population has become more diverse, the City is expanding its approach to preservation and making a deliberate effort to include the histories of all groups. Seeing one’s heritage in the fabric of the city can help connect a person to the place and help them know that they belong.

Madison adopted its first Landmarks Ordinance in 1971, just five years after the passage of the National Historic Preservation Act. The City established its Landmarks Commission in 1971, and today recognizes 182 historic land-

marks and five local historic districts. Madison is also home to 20 National Register Historic Districts and 119 properties listed on the National Register of Historic Places. National Register properties are eligible for Federal and/or State tax credits to finance historically appropriate rehabilitation. Madison’s landmarks and the local and National Register historic districts are shown on the Historic Resources Map.

One of the greatest challenges for the City regarding historic and cultural resource preservation is balancing preservation with infill and redevelopment. Community feedback received during the Imagine Madison process indicated a general preference for accommodating more growth through infill and redevelopment over new development on the edge of the city. Madison will need to balance encouraging redevelopment and infill with protecting the qualities that made existing neighborhoods appealing to begin with. Redeveloping existing auto-oriented commercial centers and other areas identified in the Growth Priority Areas Map, Generalized Future Land Use Map, and sub-area plans will help accommodate needed growth while respecting the historic character of older neighborhoods.

The preservation of a city’s historic and cultural resources can have significant economic benefits to a community. Heritage tourism is a fast growing economic sector in many cities. As visitors spend more money on trips and experiences, many are traveling to experience the history and culture of different cities. Heritage tourists often stay longer and spend more money than other tourists. This is a largely untapped opportunity for Madison and the sur-

“The Madison area is the Ho-Chunk Nation’s ancestral home, a history not often included in Madison, which usually prioritizes references to people like John Nolen and Frank Lloyd Wright.” — Missy Tracy (Cap Times, March 1, 2018)

rounding area. Promoting Native peoples’ history in the region and the Madison area’s association with Frank Lloyd Wright are a couple examples of opportunities to grow and enhance tourism. Historic preservation also has many other benefits. It contributes toward establishing a sense of place that makes Madison feel unique and embodies the social aspects of the city’s history that helped shape Madison.

#### a. Historic Preservation Plan

The City began a process of creating its first ever Historic Preservation Plan in 2017 to ‘identify, celebrate, and pre-



serve the places that represent our collective history.' This effort will result in a more comprehensive approach to preservation, and includes: updating the historic resources inventory, identifying culturally significant sites, exploring incentives, promoting heritage tourism, and recommending educational opportunities, among other topics.

#### **b. Local Historic Districts**

In the five decades since its inception, Madison's historic preservation effort has been primarily focused on the administration of its Historic Preservation Ordinance. In 2015 the City adopted a thorough revision of the Ordinance's provisions relating to process and procedure, and is currently updating the standards in each of the local historic districts. This is important to ensure that the ordinance achieves the community's preservation priorities and is compliant with recent state legislation.

#### **c. Retain Older Buildings**

Old buildings, even if they are not formally recognized as landmarks or part of a historic district, often establish the character of a place. These buildings often have a level of design, detail, materials and craftsmanship not typically found in newer buildings. They also often represent connections between certain segments of the community to the history of a particular neighborhood. Reuse or rehabilitation of these buildings can extend their life beyond the originally intended purpose and achieve many sustainability goals, such as keeping materials out of landfills and not wasting the embodied energy contained within the existing building. In addition, older buildings are often less expensive for residential and commercial tenants than new construction. Sub-area planning efforts should identify the older buildings that should be retained and recommend the most appropriate means for doing so.





#### **d. Zoning Code and Height Maps**

The City was drafting a Historic Preservation Plan (HPP) and modifying its historic preservation ordinance as this Plan was written. Both the HPP and the ordinance have elements that relate to the City's zoning code. The zoning code should be reviewed with respect to the new HPP and the revised historic preservation ordinance and modified as needed to ensure that the provisions of the code are consistent with the HPP and the historic preservation ordinance.

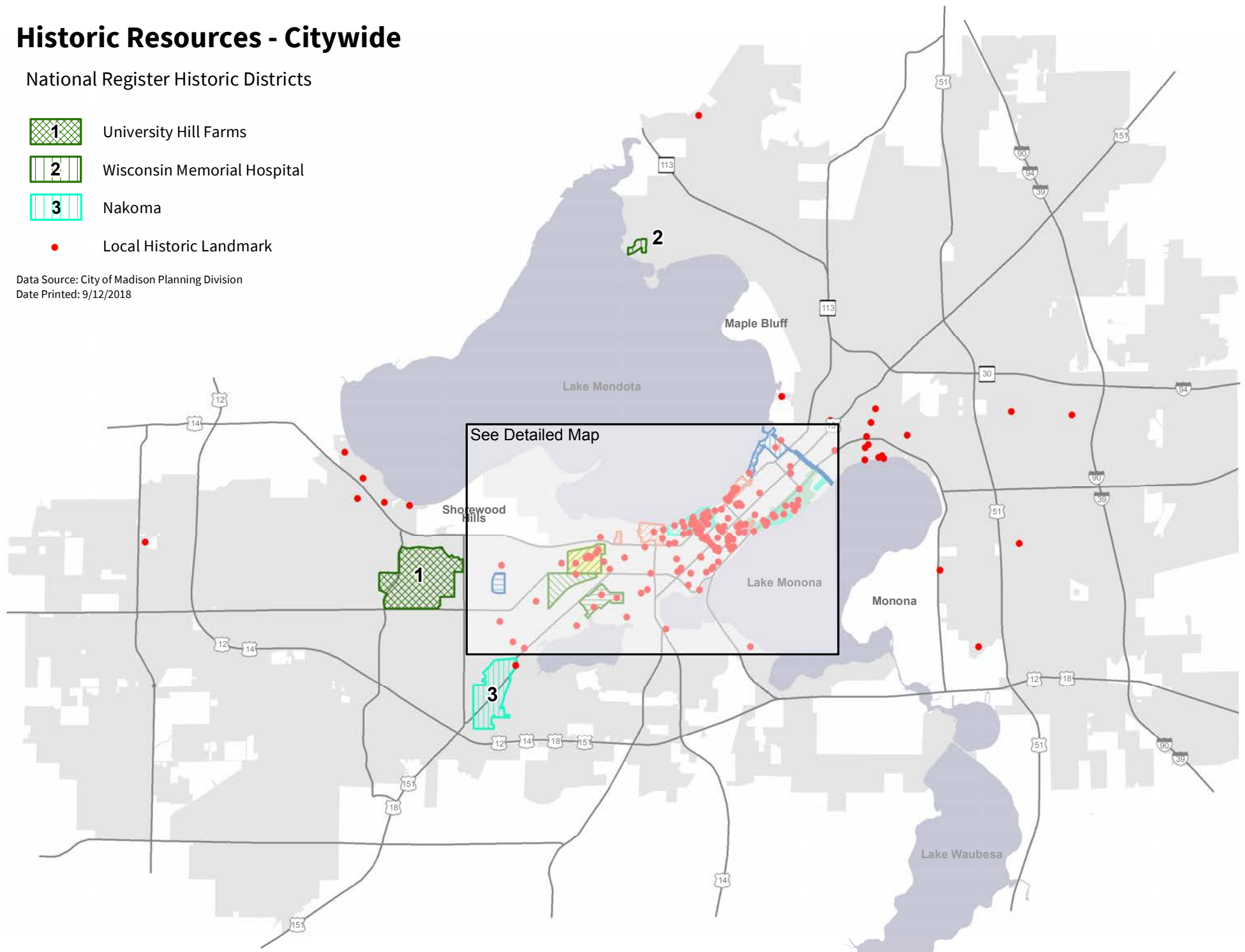


# Historic Resources - Citywide

## National Register Historic Districts

-  1 University Hill Farms
-  2 Wisconsin Memorial Hospital
-  3 Nakoma
-  Local Historic Landmark

Data Source: City of Madison Planning Division  
Date Printed: 9/12/2018



# Historic Resources - Central City

## Local Historic Districts

- A. First Settlement
- B. Mansion Hill
- C. Marquette Bungalows
- D. Third Lake Ridge
- E. University Heights

## National Register Historic Districts

- |   |   |  |   |
|---|---|--|---|
| <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #ff4500 2px, #ff4500 4px); border: 1px solid black; margin-right: 5px;"></span> 1. Bascom Hill        | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #ffff00 2px, #ffff00 4px); border: 1px solid black; margin-right: 5px;"></span> 6. Jenifer - Spaight   | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #4682b4 2px, #4682b4 4px); border: 1px solid black; margin-right: 5px;"></span> 10. Orton Park     | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #90ee90 2px, #90ee90 4px); border: 1px solid black; margin-right: 5px;"></span> 15. University Heights |
| <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #ff4500 2px, #ff4500 4px); border: 1px solid black; margin-right: 5px;"></span> 2. East Dayton Street | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #ffff00 2px, #ffff00 4px); border: 1px solid black; margin-right: 5px;"></span> 7. Langdon Street      | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #4682b4 2px, #4682b4 4px); border: 1px solid black; margin-right: 5px;"></span> 11. Sherman Avenue | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #90ee90 2px, #90ee90 4px); border: 1px solid black; margin-right: 5px;"></span> 16. West Lawn Heights  |
| <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #ff4500 2px, #ff4500 4px); border: 1px solid black; margin-right: 5px;"></span> 3. East Wilson Street | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #ffff00 2px, #ffff00 4px); border: 1px solid black; margin-right: 5px;"></span> 8. Mansion Hill        | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #4682b4 2px, #4682b4 4px); border: 1px solid black; margin-right: 5px;"></span> 12. Simeon Mills   | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #90ee90 2px, #90ee90 4px); border: 1px solid black; margin-right: 5px;"></span> 17. Wingra Park        |
| <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #ff4500 2px, #ff4500 4px); border: 1px solid black; margin-right: 5px;"></span> 4. Fourth Lake Ridge  | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(-45deg, transparent, transparent 2px, #ffff00 2px, #ffff00 4px); border: 1px solid black; margin-right: 5px;"></span> 9. Marquette Bungalows | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #4682b4 2px, #4682b4 4px); border: 1px solid black; margin-right: 5px;"></span> 13. Sunset Hills   |   |
| <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #ff4500 2px, #ff4500 4px); border: 1px solid black; margin-right: 5px;"></span> 5. Henry Mall         |   | <span style="display: inline-block; width: 15px; height: 10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, #4682b4 2px, #4682b4 4px); border: 1px solid black; margin-right: 5px;"></span> 14. Tenney/Yahara  |   |

● Local Historic Landmark

Note: Some National Register Historic districts that are primarily archaeological districts are not shown on this map.

Data Source: City of Madison Planning Division

Date Printed: 9/12/2018

